



PERSONA NAME

1

SECTION 1 WHO?



**BACKGROUND**

Job? Career path? Family?

2



**DEMOGRAPHICS**

Male or female? Age? Income?

3



**IDENTIFIERS**

Demeanour? Communication preferences?

4



**GOALS**

Primary goal? Secondary goal?

5



**CHALLENGES**

Primary goal? Secondary goal?

6



**WHAT CAN WE DO**

...to help our persona achieve their goals?  
... to help our persona overcome their challenges?

7

SECTION 2 WHAT?





**REAL QUOTES**

about goals, challenges, etc.

8



**COMMON OBJECTIONS**

Why wouldn't they buy your product/service?

9



**MARKETING MESSAGING**

How should you describe your solution to your persona?

10



**ELEVATOR PITCH**

Why wouldn't they buy your product/service?

11